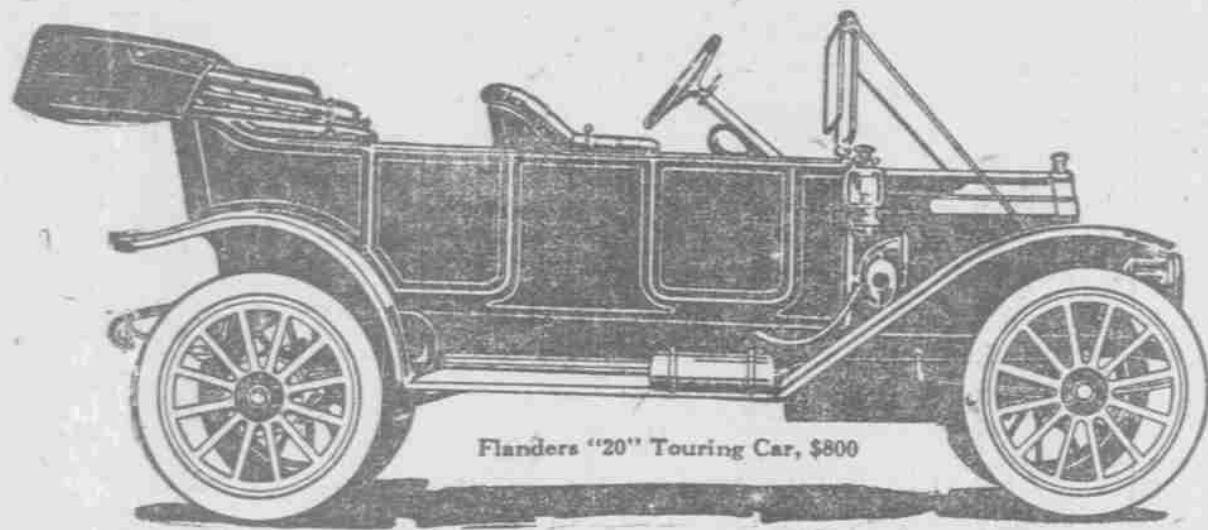


# Studebaker Automobiles



Flanders "20" Touring Car, \$800

## What Factors Do You Consider When Selecting a Motor Car?

**IT'S MIGHTY IMPORTANT**—this matter of selecting an automobile. Of course every buyer knows that. But not every one knows how to go about it to determine just which car from among the many offered for his consideration, will meet his requirements and afford him the satisfaction he so devoutly hopes for afterward.

**ARE YOU ONE OF THOSE** who ask about the horse power, the hill climbing ability, the riding qualities; look it over and approve of the general appearance, then ask the price—and think you have covered the whole ground?

**IF YOU ARE**, then you may be satisfied with your purchase a few months hence. We say you may—if you are lucky. Otherwise you will realize all too late that the points mentioned, while important, are to be had in almost any automobile nowadays and are not after all, the most vital factors to consider.

**IF WE WERE ASKED** to select from among all the cars on the market to-day, and they were all lined up in a row for our critical inspection we would be as much at sea as you are but that we know some things about automobiles and their manufacture and their career after they leave the factory that you, a layman, cannot possibly know. And we are anxious to give you the benefit of that knowledge.

**BUT AFTER SEEING THEM**—noting points of contrast and of agreement in design, finish, et cetera, we would ask some other questions—and note very carefully the replies.

**LET US ADMIT** before going any further, that we are prejudiced. Prejudiced in favor of the Studebaker product. Prejudiced in its favor because we know how it is made. Know more about its good points than you or any one else can possibly know—because we know as you can't know, how sincerely we try to build the best automobiles possible—to give Studebaker customers the best value for the money.

**WE'D LOOK 'EM ALL OVER**—first. Naturally. And correctly. The buyer owes it to himself to see all really reputable cars and compare them point for point. Compare points of contrast—and features in which the several cars agree. Of course, we would exclude—that is to say, ignore—the experiments. The new and untried models. We would consider only cars backed by reputations of long standing, for, aside from your own judgment, based as it must be on a merely superficial and brief examination and demonstration, you really have nothing to depend upon but the reputation back of the car.

**WE WOULD STUDY THE DESIGN**—see if it corresponded with the best standard practice. Appearance would appeal to us, of course. One likes to own a car that looks more than he paid for it. Some look less you know—and the majority look par at most.

**WE WOULD RIDE IN IT**—have a demonstration as they say. And, while we would watch the performance of the motor, transmission and the car generally, very closely during that ride, we would not attach to it more importance than it deserved. For any car especially tuned up for the occasion and in the hands of a resourceful driver will do almost unheard-of stunts. That fools lots of otherwise astute prospects.

**BUT AFTER ALL THAT**—after considering the factors that any tyro would naturally take into account—we would ask some other and more pointed questions. Questions that would stump eight out of every ten salesmen—and perjure another tenth of them to answer to our satisfaction.

**WE WOULD ASK FIRST** who made the car. Not who made the motor, axles and other parts. Not who assembled them and put his name-plate on the finished product, but who actually made every part of the car from the raw materials to the completed car. And we would exclude from further consideration all "assembled" automobiles.

**THEN WE WOULD WANT TO KNOW** just how many automobiles each manufacturer made per annum. For the answer to that question is the answer to that other "is it built or is it manufactured?" If made in small quantities—say less than 5,000 per year—then hand work must of necessity enter largely into its making. And we would not buy a hand-made automobile. The hand cannot approximate the accuracy of the machine. No two workmen do work of equal quality. A hand-made machine means one mistake made to fit another—for perfection is impossible by hand.

**SO WE WOULD EXCLUDE** from our consideration those cars made in small numbers; for the following reasons: First, cars made in quantities are better because methods are possible in quantity production that are impossible when making small numbers. And second: we would know that parts of cars made in small quantities would not be absolutely interchangeable, whereas parts of machines made in immense quantities must be necessarily.

**NOW WE HAVE REDUCED** the cars we would consider to a very small number. (You see, we would select our automobile by the simple process of elimination.)

**HAVING ASCERTAINED** these things, we would proceed to the still more important points in the selection of our automobile. We would ask for a list of owners in our own town—our own neighbors and acquaintances, and friends of our friends. And we would see them all personally. Ask about the car; how it performed on the different kinds of roads and in varying weather. Ask about its power and dependability. And finally, we would inquire carefully as to the treatment accorded each customer by the manufacturer or his agent.

**SPEAKING OF AGENTS:** (Dealer is the better term.) We would go further and ask whether, back of the local dealer was a branch or merely a jobber. A jobber, you know handles a certain product this season. This season. Get that? Next season he may, and probably will be handling a competing car. It will be necessary—or he will think so—to "knock" the one he is selling now. And the easiest way to do that is to neglect it and its buyer.

**ONE CONCERN—STUDEBAKERS** to be exact—have thirty-six branch houses located in as many important distributing centers all over this continent—Canada as well as the U.S. (There we go again! Constantly reverting to ourselves. And when we are trying so hard to be impartial, too!)

**NOW WE HAVE ELIMINATED ALL** but three or four cars from our further consideration. We are speaking now of cars in the price-class of Flanders "20" and E-M-F "30" which is to say, cars selling from \$1600 down to \$800.

**PRICE OF FLANDERS "20"** IS \$800 at the factory and of course there is no other car at a lower or even at that price that compares with this wonderful car at all. And though E-M-F "30" sells for only \$1100 you will find it is damned by all dealers selling cars up to \$1600. In other words it is their strongest competitor, just as Flanders "20" is the bete noir of dealers who have \$900 and \$1000 cars to sell and who have to argue that they are just as good as Flanders "20."

**THAT REMINDS US.** Recently we heard of two ingenious ways to make the rival dealer tell, between the lines as it were, which car he really considered best. Here they are:

**ONE RESOURCEFUL BUYER** made it a practice to watch, while he talked with the various dealers, and see which car they all knocked. He says the first car they attack is invariably the one that pushes them hardest in competition. He bought an E-M-F "30." (But, of course, that is aside from the story.)

**THE OTHER, A PSYCHOLOGIST** adopted this plan. He assumed that the car he was looking at was the best in the world—to avoid argument with the salesman. Then he asked which car the salesman considered next best.

**HE BOUGHT A FLANDERS "20"**—now this isn't prejudice. It is fact.

**WELL, WHAT HAVE WE LEFT** after eliminating the cars that cannot measure up to the standards we have set—standards which are the only safe ones on which to base a purchase that involves as much money and means so much in pleasure, or the reverse, as does the selection of an automobile.

**WE HAVE STUDEBAKER CARS**—Flanders "20" and E-M-F "30" each in its own distinct class. And we have only these because—because in addition to passing all the tests enumerated with 100 per cent to their credit, they possess that additional advantage which no other cars enjoy—they are backed by the name and the reputation of Studebakers.

**WE HOPE WE HAVE HELPED YOU** to select the right car. The one that will give you the most for your money in the first place and the most service and satisfaction at the least cost afterwards. If you apply all the tests we have suggested your decision will be the same as ours—Studebaker "20" or "30"—according to your needs and your means.

**JUST A WORD ABOUT DELIVERIES.** We receive many letters from good friends in about this vein: "Would order a Flanders "20" but competitors tell me you are so heavily oversold I may not get it till July. Tell me the real situation." Here's our reply:

**WE WARNED YOU** in our last ad that tardy buyers would undoubtedly be disappointed. We cannot alter that now. Tried to get ahead of orders in April but, bad as the weather was we only managed to keep abreast. Can't hope to do more in May. But that doesn't affect buyers who are alert to the condition. Only the tardy ones will get left. You can get a car—if you hurry. See your local dealer to-day and he can most likely fix you up for an early delivery. And if you doubt his promise just drop a line to us at the factory and we will tell you whether he can positively guarantee you a car on the date he says. Nine times out of ten he is telling you the truth—that's the kind of dealers we have mostly. But don't delay.

## TUCUMCARI MEN ARE SUED FOR BIG SUM

Indemnity Bond of \$15,000 Given—Jury Commissioners Appointed.

Tucumcari, N. M., April 28.—Suit for \$11,877.80 has been brought against Herman Gerhardt, W. F. Buchanan and M. R. Goldenberg by the Globe Surety company, through their attorney, M. R. Keator. The defendants made an indemnity bond in the sum of \$15,000 to secure the Globe Surety company against loss on the bonds of the International Bank of Commerce of Tucumcari, entitling the bank to become a depository for state funds to that amount. Judge Leib has appointed the following jury commissioners: William Troupe, Tucumcari; M. R. Peyton, Tucumcari; B. L. Francis, Hope. The term is for one year. Court adjourned here after a two weeks' session, only cases being disposed of which did not require a jury.

The city council has appointed the following officers for the ensuing year: Marshal, Ernest Simpson; city attorney, C. C. Davidson; city physician, H. D. Nichols.

"The captain of Plymouth," a play based on the work of Longfellow, will be given next Wednesday night at the Evans opera house by the pupils of the Tucumcari high school. Complete costumes have been secured for the play and much time has been spent on the rehearsals.

The tabernacle for the Bulgain meetings which will open here next Thursday, has been completed. Mr. Bulgain will arrive in Tucumcari from Winfield, Kansas, where he is said to be holding a revival at the present time. All arrangements have been perfected for his meetings here.

Rev. C. L. Davidson, pastor of the First Presbyterian church of this city, has been elected to the presidency of Cumberland college at Clarksville, Arkansas, and will leave Tucumcari the last of May. Dr. Crawford held this position six years ago.

## WELL KNOWN ARIZONA MAN DIES AT PHOENIX

Is Buried at Bisbee, Where He Had Lived—Also Resided for a Time at Miami—Is a Texan.

Miami, Arizona, April 28.—Word is received in Miami of the death of J. B. Tumlinson, at Phoenix, of pneumonia, of which he has been ill for the past 10 days. Mr. Tumlinson resided here for more than a year before going to Phoenix, where he has resided for the past six months. He was also well known in Bisbee and Douglas, having resided in that district several years prior to coming to Miami. Besides leaving a wife, who is the daughter of J. H. Nicodemus, of Miami, and two children, the deceased leaves two brothers in Bisbee, a father, mother and a brother and sister in Chicago, Texas, of which place Mr. Tumlinson was a resident before coming to Arizona 10 years ago. Mr. Tumlinson was a member of Warren Camp No. 9 Woodmen of the World, of Bisbee. He was buried there.

R. Britton Gottschager, general manager of the Miami Copper company has returned from Phoenix, where he has been on a business trip for the past week. W. H. Aldridge, managing director of the Inspiration Consolidated Copper Co., and J. Park Channing, vice-president of the Miami Copper company are in Miami looking over the properties that they represent.

## WILLCOX CHURCHES ARE ACTIVELY AT WORK

Willcox, Ariz., April 28.—The churches of Willcox have been doing active work for the past fortnight, the Christian church having held a general reception to welcome their new pastor and his family, who recently arrived from New York; the M. E. Church South giving a most interesting presentation of "The Tom Thumb Wedding," at which some 20 dollars was realized; and the M. E. Church North planning for a May Day program and ice cream supper. Rev. E. J. Riley will preach from the pulpit of this latter church at the next service. Mr. Riley is the superintendent of the Sunday School work of Arizona with headquarters at Phoenix.

Beginning this evening, a series of lectures upon foreign countries will be given by Dr. Lumpkin for the benefit of the athletic club of the High School. The series will continue during three evenings. An electrical engineer, R. E. Huth-stetter of El Paso was here some days this last week investigating the field for placing a power plant in Willcox. He expects to return later to submit plans of operation.

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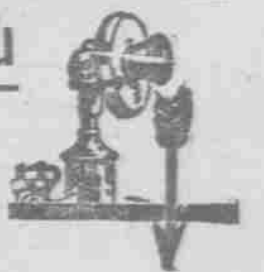
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Mr. Frederic J. Haskin.  
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Yours respectfully,  
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